



## LIVERPOOL: CITY LIFE CAPTURED IN DIGITAL PORTRAIT

- Liverpool's daily online conversations are brought to life in stunning new artwork by Brendan Dawes commissioned by EE
- The Merseyside derby proved to be the most talked about topic in Liverpool  
*\*UNDER EMBARGO UNTIL 00:01 7th December 2012\**

**7<sup>th</sup> December, 2012. Liverpool:** From Strictly to Skyfall and the Merseyside derby to the weather, the hot topics that get Liverpool talking online have been captured for the first time ever in a unique digital portrait of the city created by world renowned digital artist, Brendan Dawes.

Commissioned by EE to mark the arrival of 4G in the UK, Dawes worked closely with a data analysis team at University College London (UCL), capturing the social media conversations and topics trending across the region over the three day period from 29<sup>th</sup> – 31<sup>st</sup> October.

The result is a fascinating digital snapshot of life in Liverpool in 2012. Dawes and UCL worked within the categories of sport, politics, film, music, TV, educational, culture and weather – aiming to dig deeper into the topics that affect how people communicate in the city and what they talk about when they go online.

Each chosen topic and the hundreds of thousands of digital conversations associated with them are represented by a specific colour coded keyword. From the keywords at the bottom of the artwork a series of lines flare out to form a myriad of coloured interlinked circles. The thickness of the lines and the size and brightness of the circles represent the popularity of each topic and the frequency at which people were speaking about them.

Dawes said, "People know the Scouse accent as soon as they hear it. Now, for the first time, we've discovered what it actually looks like."

Steven Day, Chief of Brands and Communications, EE commented: "Superfast 4G is here for the first time in Liverpool and we wanted to mark it in a visual way that everyone in the region can relate to and enjoy. 4G will change the way people use the internet, enhancing the way they communicate. This digital snapshot marks that step change."

Liverpool is a city obsessed with the weather according to the artwork, with the giant aqua circles showing just how much people like to discuss it. However, the city's other great passion – football – also dominated the design, especially as the local derby between Liverpool and Everton had taken place the day before the period of measurement began.

Discussion about Steven Gerrard and his comments post the game and the controversial disallowed goal by Luis Suarez raged on for the full three days, shown by the numerous red circles.

Brendan Dawes concluded: "It is the people and the activities within it - work, play and the connections within that define a city. This design is a modern sophisticated response to the representation of a city - formed from millions of bits of data as people talk and interact about the biggest events of the day. The shape, derived from nature, evoking the organic nature of a network softens the often harsh representation of digital, leaving instead an impression of a modern dynamic system, that we call cities, in the 21st century."

The key areas that the research focused on during the research period were :

- New York
- X Factor
- Skyfall
- Pride of Britain Awards
- 4G
- Money
- MPs
- Strictly Come Dancing
- Happiness
- Weather

**The artwork will be displayed free to the public at the Fact Gallery from 7<sup>th</sup> December**

For more information on EE, please visit [www.ee.co.uk](http://www.ee.co.uk)

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**For further information, images of each city portrait or comment from an EE spokesperson, please contact the team at M&C Saatchi PR:**

**Thom Landers:** [thom.landiers@mcsaatchi.com](mailto:thom.landiers@mcsaatchi.com)

**Pete Johnston:** [pete.johnston@mcsaatchi.com](mailto:pete.johnston@mcsaatchi.com)

**020 7544 3600**

### **Research**

The data was captured during 29<sup>th</sup> to 31<sup>st</sup> October 2012 the day before, during and after the period in which 4G was introduced to Liverpool.

## **About EE**

EE is the UK's most advanced digital communications company in Britain, providing mobile and fixed line services to 27 million customers, and is the first company in the UK to provide 4G mobile services alongside fixed-line fibre.

EE is the company that runs the Orange, T-Mobile and EE brands in the UK.

Its 4G service will cover a third of the population by the end of 2012 and its fibre service will cover 50% of the population by the end of the year.

EE's mobile service currently provides coverage to 99% of the population with 2G and 98% of the population with 3G.

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